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Welcome to the 2019 **Oracle VADs Global Community Forum**

Dubrovnik
12th to 13th June

Oracle VADs Global
Community Forum

#OraVADForum

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Safe Harbor Statement

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Workshop Outcome
Session 1 – Growing SMB business with Oracle Digital Prime

Lalit Malik

Vice President,
VAD Channel APAC & EMEA
ODP Channels APAC

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Cloud Opportunity in ODP

- Role of VAD in Cloud
- VAD driven CCoE
- Cloud Marketplace
- Identify/Develop partners for Emerging Technologies like IOT, Chatbots, ML, Integration etc
- Financial Structuring of deals
- Last mile support for Tier 2 partners
- Implementation and other value added services

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How to Grow the On Premise Business

- Enhance Coverage in Under-represented markets / territories
- Lead with Tech Cloud, but stay alive to opportunities for Infra HW, On Prem License
- Target competitive partner recruitment
- Cross sell / leverage Hardware and Software
- Expand ISV ecosystem – lead with Cloud
- Target dormant partners
- Handling large projects like Smart City…

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Workshop Session 1 – Growing SMB business with Oracle Digital Prime

- Role of VAD in cloud
  - Recruitment (ie storage partner to sell Cloud), Enablement, Identification/market knowledge and access to partners
  - Marketplace, incl services, solution with Oracle & other vendors or resellers and ISV applications
  - Services from VAD:
    - White labeled
    - Assessment, validation & migration, management
    - Fixed Scope Offering: make it scalable
    - Digital Marketing
    - License Management
    - Implementation services, focus
- CCoE:
  - How should Oracle deal with 2 VAD in country, 1 CCoE; support the investor
- Last mile support (ODP)

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Workshop Outcome
Session 2 : On Premise and Engineered Systems growth opportunity with VADs

Ajoy Pinto

VAD Sales Leader Alliances & Channels, Oracle ECEMEA

Peter Hunt

Systems Sales Director Alliances & Channels, Oracle MEA

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Agenda

1. Objectives of the Workshop and timelines
2. Classical Growth Strategies
3. Contemporary Growth Strategies
4. The Task!
5. Preparation for Report Back

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Objectives & Timelines

Setting the Scene — 10 min

Brainstorming — 20 min

Grouping the ideas & Summary — 20 min

Prep for reporting back — 10 min

"How the VAD Community can help grow the On Premise and Engineered Systems Business in FY20"

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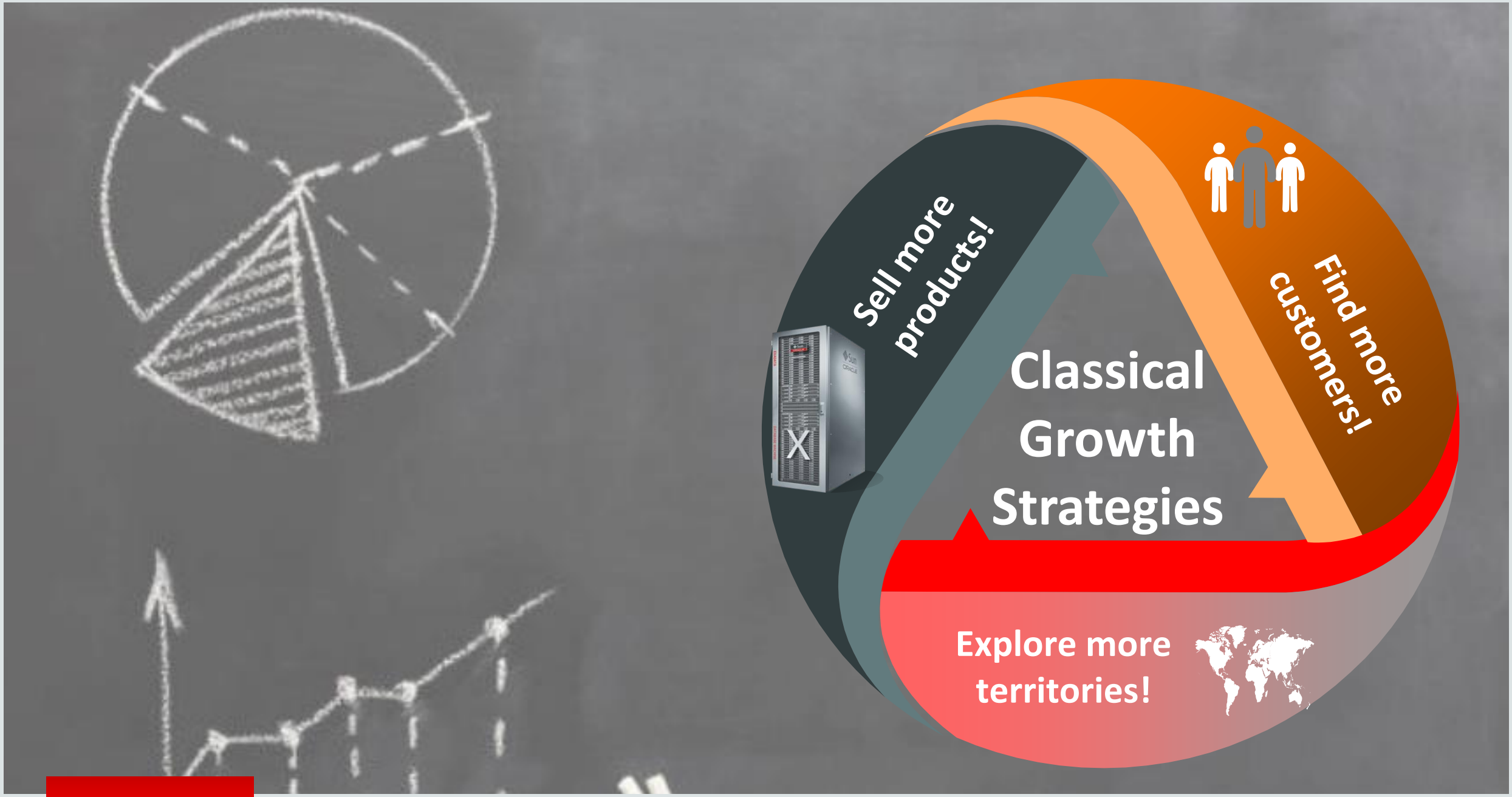

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SYSTEMS
FY20 PRIORITIES

FUTURE OF TECHNOLOGY

The New Narrative of Systems Sellers

AI/ML
The Future of Data
Hybrid/Multi Cloud
Edge/IOT
5G
Future of Work

FUTURE OF INDUSTRIES

Laying the Foundation for Large/Mega Projects

Engagement with Oracle GBU
Manufacturing 4.0
Fintech
Smart Cities & Smart Nations

EXPAND PARTNER ECOSYSTEM

The Creation of Market Power

Manage Service Providers
ISV/SI
Transformational Technologies
DMP Growth

VOLUME AT SCALE

Ignite to Accelerate

Oracle Digital
SME

The Next Generation Operating Model – Client Centricity and Customer Experience

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Brainstorming

Selling More Products	Finding More Customers	Exploring New Territories	Blue Sky Box	
Future Of Technology	Future of Industries	Expand Partner Ecosystem	Volume @ Scale	

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Workshop Session 2 : On Premise and Engineered Systems growth opportunity with VADs

- Outcomes
- ISVs with Henny – only 3% penetration
- Oracle DB workloads not running on Oracle Hardware – only 26% penetration
- Bundled Solutions on ODA
- Closer alignment and planning with ODP team for better market coverage
- Pay per use solutions developed in conjunction with OFD
- Tech refresh – how to get data for install base
- Sales Central sharing of Partner Solutions
- Formalised DEMO programmes

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